

Abstract

Bachelor's thesis: Is the only purpose of Czech lifestyle magazines to present advertisements? An evaluation of the content of two Czech lifestyle magazines – JOY and Harper's Bazaar.

This thesis is based on a hypothesis that Czech lifestyle magazines are oversaturated with advertisements and that their creators devote more space to the advertisers than to actual own lifestyle/journalistic content. This thesis compares the amount of space devoted to advertisements and original lifestyle content in particular, within a three-month period in the year of 2012. It also deals with a possible coherence of advertisers and lifestyle content and thematic agenda of analysed magazines, to a lesser extent. There will be comparisons of both JOY and Harper's Bazaar provided for each aspect evaluated by quantitative analysis, specifically through *emergent* coding. In the first part of the thesis, the author discusses the presentation of analysed magazines, their appearance, history, and their place among the Czech media market. The topic of media commercialization is also discussed. The coding book is attached to this thesis as well as a CD with the full coding book and definitions of variables.